

Needle in a Haystack on Webster Street - BEFORE

- · The paint is old and faded
- The building façade is scarred from a former box sign, now removed.



Needle in a Haystack on Webster Street - AFTER

- The building has been sanded, primed and painted in dignified, grey neutrals.
 The architectural elements have been painted bold accent colors that are the complementary pairs of the color wheel signifying that this is a place where you can buy color - in the form of yarn.

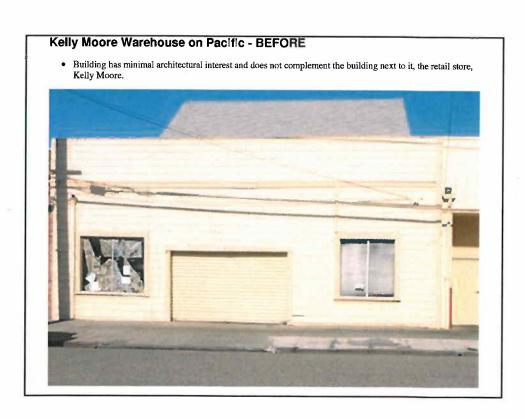


Amazon Aquarium on Park Street - BEFORE

- The signage of a prior business, a dry-cleaner, remains on the building confusing many would be customers
- The sign must stay in place, however, because it is integral to the style of the building
- · The local Historic Advisory Board must review any changes, granting a Certificate of Approval
- The leading concept here is "Save the sign, change the copy"







Kelly Moore Warehouse on Pacific - AFTER

 The building has been re-done in a clever way. While still a warehouse, it fits in nicely with the next door retail paint store. Transom windows are an illusion, as are the windows. The classic commercial storefront rhythm is retained.



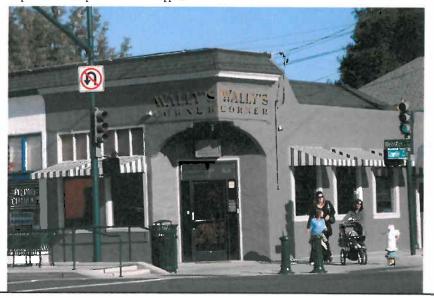
Wally's Corner on Webster Street - BEFORE

• While the building has recently been repainted, it lacks curb appeal.



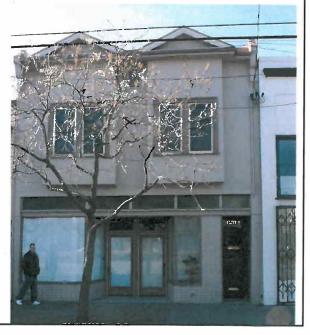
Wally's Corner - AFTER

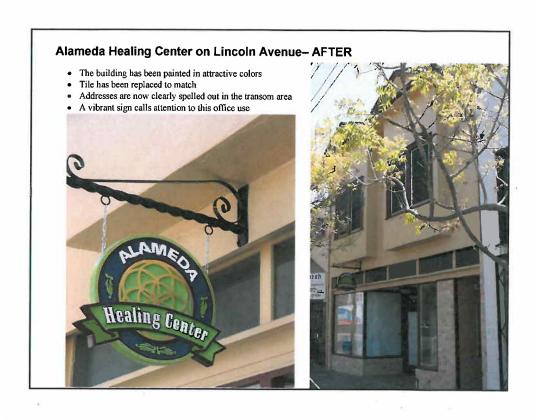
The fresh coat of paint has now been complemented by coordinating, black & white striped awnings that
provide both sun protection and curb appeal.

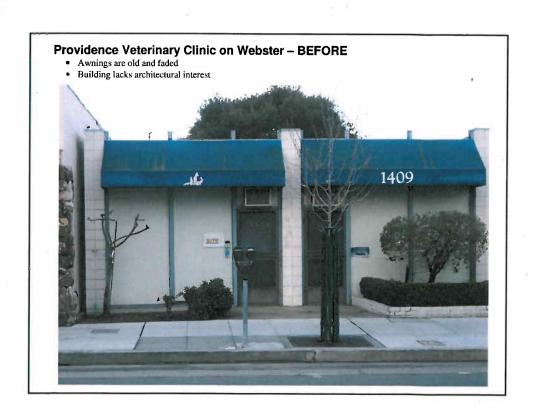


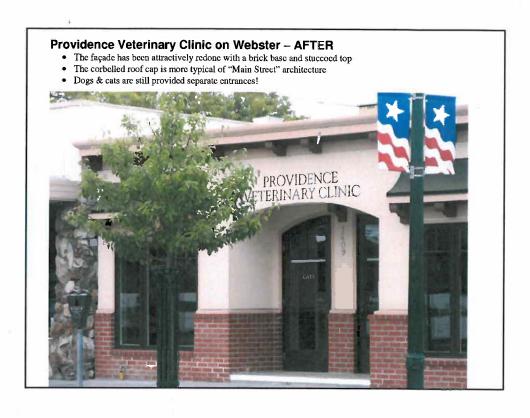
+Alameda Healing Center on Lincoln Avenue – BEFORE

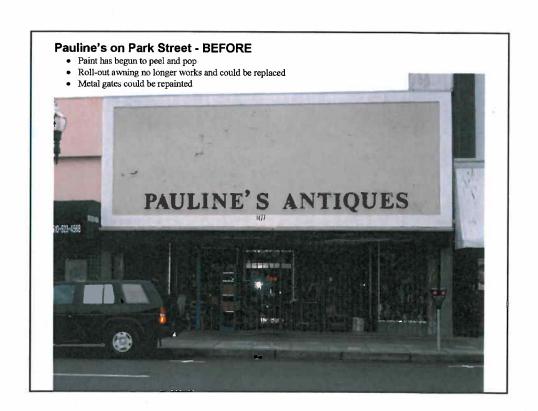
- The paint is old and faded
 The office lacks signage
 The façade does not draw the eye

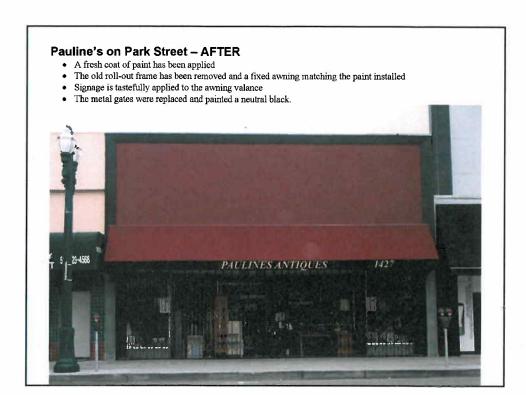


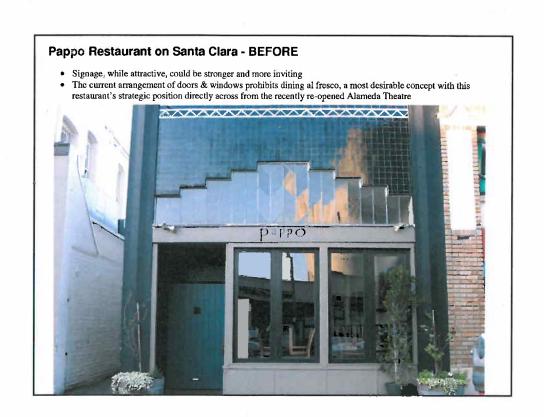


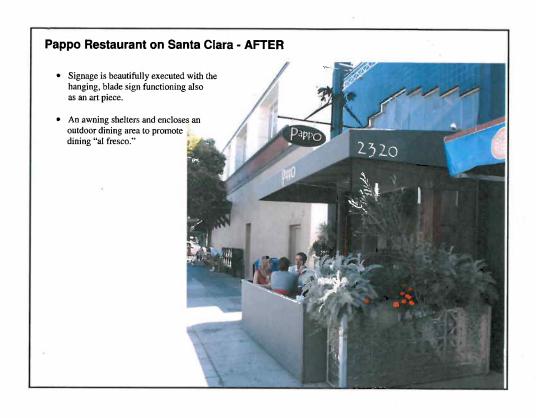


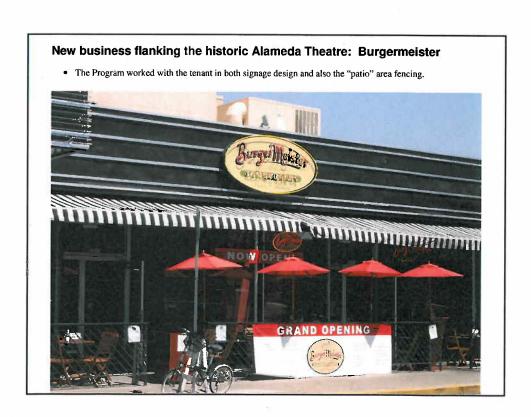


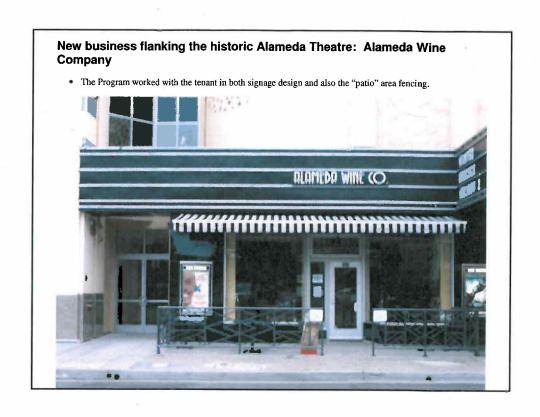












2008 Alameda Architectural Preservation Society Award Winners Minh and Francesca Nguyen, owners and architect AND Development Services' Façade Grant Program Encinal Place - BEFORE

Encinal Court - AFTER

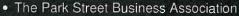
- · All transom windows have been restored
- · All storefronts have been reconfigured to their original design
- All tile matches as does all hardware
- · A signage program has resulted in attractive, uniform design
- The Façade Grant Program partnered on all storefronts, with Planet Crepe & Kobe Ya accomplished this past year.



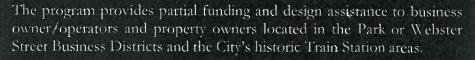
City of Alameda FACADE GRANT PROGRAM PROJECT

in partnership with:





The West Alameda Business Association



Further information: Sue G. Russell, Development Services Department, City of Alameda //office 510.749.5834 or cell 415.410.7747 // sousselfate alameda caus

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Façade Grant Program Committee



- ♥Cynthia Eliason, Planning & Building Department
- Julie Stonehouse, Stonehouse Design
- *Jan Mason, Greater Alameda Business Association
- Kathy Moehring, West Alameda Business Association
- Robb Ratto, Park Street Business Association

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